

A BIG POPPA CRASE PRESENTS, LLC PRODUCTION

I AM NOT STARTING A PODCAST

MEDIA KIT & SPONSORSHIP OPPORTUNITIES

LOCAL ROOTS. NATIONAL AMBITION.

Big Poppa Crase Presents Studio ▪ Southern Missouri

📅 LAUNCHING OCTOBER 2026



The Big Idea

I Am NOT Starting a Podcast is built around a simple idea: make a show that feels like a conversation with people you actually want to spend time with. It should be funny when the moment is funny, serious when the story deserves it, opinionated without becoming manufactured outrage, and comfortable enough that a guest forgets there are microphones in front of them.

The show begins in southern Missouri, but it is not designed to stay inside a geographic box. The place it comes from is part of its personality, not the limit of its audience.

LOCAL ROOTS. NATIONAL AMBITION.

Small-town sports, community events, regional personalities, independent businesses, and people with remarkable stories give the show authenticity. Professional wrestling, college and professional sports, retro gaming, entertainment, creators, and compelling interviews provide subjects that travel far beyond the Ozarks.

Show at a Glance

Format

Weekly audio and video podcast

Runtime

Approximately 45–60 minutes per episode

Style

Conversational, entertaining, personality-driven

Studio

Big Poppa Crase Presents Studio or remote when appropriate

Content

Full episodes supported by short-form clips and social content

Launch

Expected October 2026

What Audiences Can Expect

What's Going On?

Michael and AC open each episode with relaxed conversation about the week: current events, funny stories, television, entertainment, social media, local happenings, and whatever has their attention.

Sports & Pro Wrestling Roundup

A conversational look at the sports and wrestling stories that genuinely matter to the hosts, including college sports, professional leagues, pro wrestling, and local high-school athletics.

Featured Guest

The centerpiece interview features interesting people with stories worth hearing: local and regional personalities, athletes, coaches, broadcasters, creators, entertainers, first responders, business owners, community figures, and guests with broader recognition.

Social Media Spotlight

A genuine recommendation of a creator, team, company, organization, page, nonprofit, or account that deserves attention. Sponsorship supports the segment but does not purchase the editorial selection.

Retro Video Game of the Week

A nostalgia-driven conversation about a classic game, the memories attached to it, and whether it still holds up.

What's Next? / Closing

Final thoughts, upcoming content, thanks to guests and sponsors, and Michael's established sign-off: *"Don't forget to have a great day on purpose."*

The Voices Behind the Mic

Michael Crase

Creator & Host



Michael Crase is the creator and host of *I Am NOT Starting a Podcast* and the founder of Big Poppa Crase Presents, LLC. He has built an established social-media audience by creating original content about sports, professional wrestling, retro gaming, entertainment, local events, and the everyday moments that bring people together.

Michael brings firsthand experience to several of the show's central topics. He spent **15 years working in the professional wrestling business as a referee** and occasionally assists with high-school football play-by-play broadcasts on **K-Kountry 95**.

A proud graduate of **Thayer High School**, Michael spent 20 years living in the St. Louis area before returning to southern Missouri in 2020. That combination of hometown roots and experiences beyond the region helps shape the show's guiding vision: **Local Roots. National Ambition.**

Michael created *I Am NOT Starting a Podcast* to bring those interests together in a show that feels genuine, welcoming, funny, and occasionally unpredictable. His goal is to give local and regional stories a larger platform while building a show capable of reaching audiences nationwide.

AC Adams

Co-Host



AC Adams has been Michael's co-host his entire life, even if he wasn't aware of it. As Michael's younger brother, AC brings natural chemistry, quick reactions, and a lifetime of stories and shared experiences to the show.

AC currently works in **news and production at K-Kountry 95**, with his broadcasts and production work heard throughout the E-Communications family of stations. He also has **more than 10 years of experience** assisting with high-school football play-by-play broadcasts.

A fellow graduate of **Thayer High School**, AC shares Michael's strong connection to their hometown. When Bobcat athletics are in season, the brothers can frequently be found supporting Thayer teams.

His professional broadcasting experience and genuine brotherly chemistry with Michael make AC an important part of the conversations, sports coverage, humor, and occasional chaos that define *I Am NOT Starting a Podcast*.

Established Creator Reach.

A Growing Podcast Audience.

Verified platform snapshots as of October 9, 2026

1.2M

Facebook views / 90 days

32K

Podcast FB views / 90 days

3,328

Podcast IG / 30 days

FOLLOWERS & SUBSCRIBERS

Michael Crase Facebook	7,681
Big Poppa Crase Presents Facebook	760
I Am NOT Starting a Podcast Facebook	444
Michael Crase TikTok	449
I Am NOT Starting a Podcast TikTok	63
Michael Crase Instagram	282
I Am NOT Starting a Podcast Instagram	33
I Am NOT Starting a Podcast YouTube	37

Counts are per account, not deduplicated individuals or unique reach.

RECENT PLATFORM PERFORMANCE

Personal Facebook	1.2M views 370K viewers	90 days
Podcast Facebook	32K views 6.6K viewers	90 days
Podcast YouTube	3,795 views 28.0 watch hours	90 days
Personal TikTok	22.2K post views 16.5K viewers	60 days
Podcast TikTok	2.7K post views 1.7K viewers	28 days
Personal Instagram	3,109 views 675 viewers	30 days
Podcast Instagram	3,328 views 2,732 viewers	30 days

CONTENT DISTRIBUTION

Weekly audio/video episodes, YouTube clips and Shorts, Facebook Reels, TikTok, Instagram, guest highlights and behind-the-scenes content.

Pre-launch figures. Reporting periods vary; platform views are not unique people.

Sponsorship Opportunities

Founding Sponsor Package

\$100 / Month

Three-month initial agreement • Billed monthly

Included

- Two 30-second advertising spots in each weekly episode
 - Approximately four episodes of exposure per calendar month, based on the planned weekly schedule
 - Sponsor recognition in a weekly social-media thank-you post
 - Sponsor name and link included in applicable YouTube episode descriptions
 - Recognition across the show's growing audio, video, and social-media presence
 - Professionally recorded sponsor-provided advertisement or conversational host-read message
 - Basic writing, recording, and production of one sponsor message at no additional charge
 - Opportunity to renew following the initial three-month term
-

Annual Partnership Savings

- **10% discount** with a 12-month commitment
- Additional **5% discount** when the full annual amount is paid in advance

Additional Opportunities

Contact us for pricing on the following:

Have another idea? Let's talk. Custom opportunities are available.

Episode Sponsorships

Retro Video Game of the Week

Presenting sponsorship

Social Media Spotlight

Presenting sponsorship

Custom Promotional Partnerships

Advertisement Production

Sponsors may provide an approved, broadcast-ready 30-second advertisement or supply the information needed for Michael and AC to record a conversational host-read message. All advertisements are subject to approval by Big Poppa Crase Presents, LLC before publication.

Editorial Independence

Sponsorship supports production of *I Am NOT Starting a Podcast* but does not influence the show's opinions, guest selections, editorial content, or Social Media Spotlight selections.

Why Partner With Us?



Authentic Host-Read Messages

Authentic host-read messages instead of anonymous commercial inventory



Consistent Exposure

Consistent exposure through weekly episodes and supporting social content



Regional Credibility

Strong small-town and regional credibility



Broad Appeal

Topics spanning sports, wrestling, entertainment, retro gaming, and human-interest stories



Established Audience

An established creator audience supporting a new dedicated podcast brand



Affordable Founding Pricing

Affordable founding-partner pricing during the show's launch phase



Professional Studio

A professional audio and video studio built for long-form and short-form production

Community Commitment

The show intends to reserve appropriate available inventory for approved public-service messaging, with an emphasis on **St. Jude Children's Research Hospital** and **Special Olympics**. Paid partnerships help support professional production while leaving room for causes important to the show.

Let's Work Together

Contact Us

Big Poppa Crase Presents, LLC

 bigpoppacrasepresents@outlook.com

 (314) 974-7879

For sponsorship availability and custom partnership discussions.

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